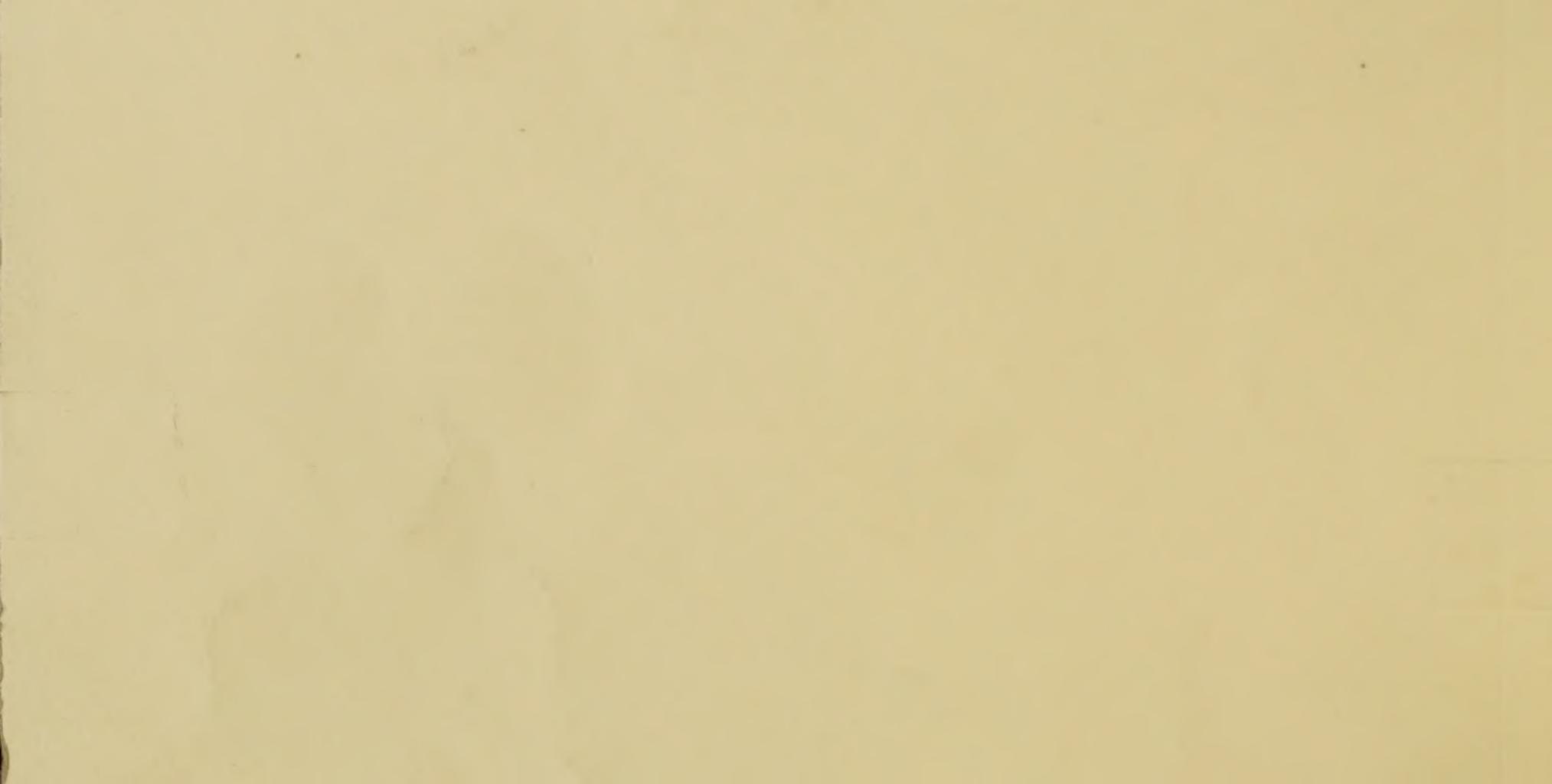


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



62.27

AFRICAN VIOLETS

NEW – UNUSUAL – IMPROVED

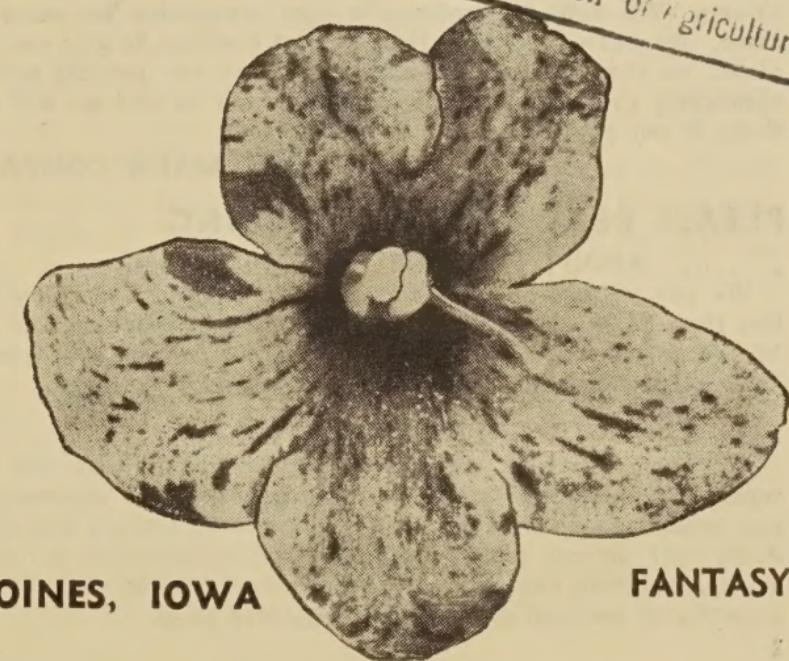
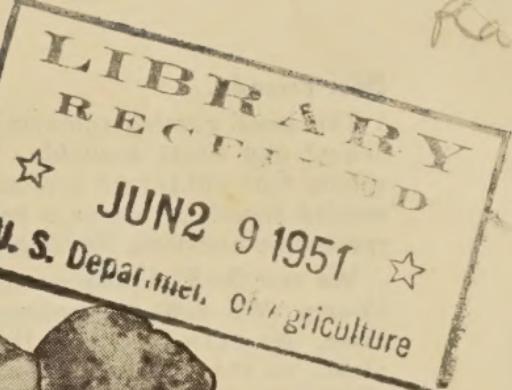
VARIETIES FOR 1951

CATALOG AND PRICE LIST

THE MAHR COMPANY

BOX 585

DES MOINES, IOWA



Dear Friends:

This small catalog contains a list of the plants we believe to be the newest and finest available. We hope that you will find in it some variety that will fill out a prized collection, serve as a gift for a flower-minded friend, or arouse a new interest in that most rewarding of all spare-time activities, flower growing.

We can think of no finer occupation than that of supplying you with flowers. We want to continue in that occupation for many years to come. We know that to do this we must continue to give you the finest plants we can grow and the best service we can possibly achieve. We appreciate your confidence in ordering from us and we will do everything in our power to continue to deserve it.

—THE MAHR COMPANY

PLEASE READ BEFORE ORDERING

. . . ABOUT POSTAGE

We pay postage on all orders of \$3.00 or over. Orders amounting to less than \$3.00 please include 25c for postage, packing and handling. We do not ship C.O.D. as it slows down our delivery schedules. Money order or personal check is best way to remit.

. . . ABOUT OUR GUARANTEE

We guarantee each order we send out to be filled with plants of superior quality, true to name. We guarantee each shipment to reach you safely and undamaged. We guarantee to replace any of our products that do not reach you in first-class condition, or refund your money, including any transportation charges paid by you. Your order is a matter of personal and individual concern to us.

. . . ABOUT OUR AFRICAN VIOLETS

Every plant we ship is a full, heavy, mature plant in bud and bloom or about to bloom. We strive to give something extra in size and quality. There is a crisp, yet tough feeling, to a well-grown violet that an expert senses immediately on handling it. Proper greenhouse culture is the basis of a fine violet. We feel that our grower is the finest in the country. We're sure you'll agree with us when you see the results of his work.

. . . ABOUT OUR PACKING

"I have ordered many violets, but I have never seen one packed so expertly as my Lady Geneva" . . . "My Double Neptune arrived in perfect condition, it continued to bloom without the slightest setback." These are samples of the letters we receive. We feel that we have developed an almost completely damage-proof method of shipment.

. . . ABOUT SHIPPING

We ship the year 'round, but acknowledge orders during severe weather and ship when weather moderates. We keep close watch on weather readings throughout the country. Please allow a reasonable time for delivery. Processing your order and packing must be done without haste to avoid mistakes and damage.

. . . ABOUT MISTAKES

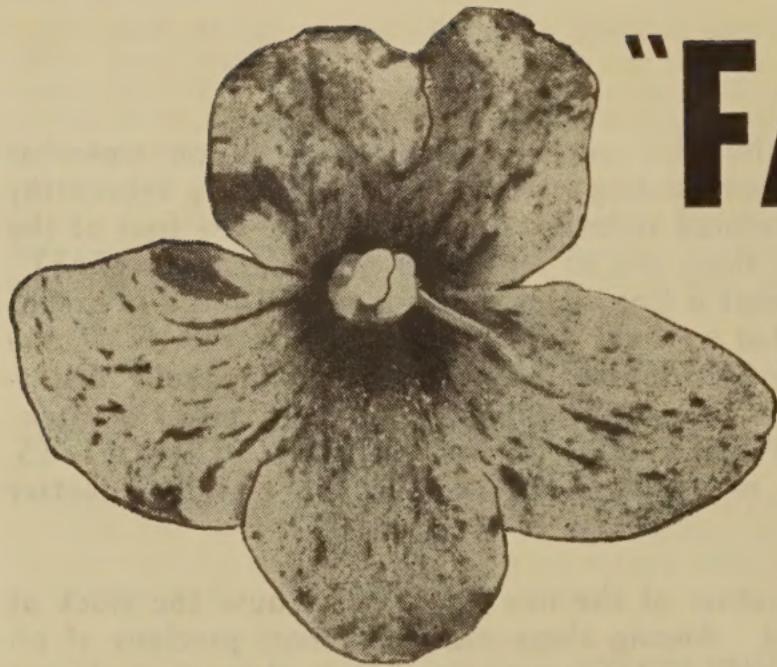
If there is a mistake in your order, please tell us promptly and we will correct it.

THE MAHR COMPANY • BOX 585 • DES MOINES, IOWA
NEW . . . UNUSUAL . . . IMPROVED VARIETIES OF HOUSEPLANTS

NEWEST AFRICAN VIOLETS

What a wealth of new violets this year! At no time that we can remember have there been so many outstanding introductions. Especially noteworthy this year are the multi-colored violets. Lady Geneva was the first of the new line. But this year there are at least four of them! "FANTASY" heads the list . . . and what a fine violet that has proved to be in greenhouse and home tests that we have made! "BLUE-EYED BEAUTY", the "BI-GIRLS" and "STAR OF BETHLEHEM" are almost equally distinguished. Improvements in color, size, foliage and growth habits are general this year. SNOW PRINCE, ORCHID WONDER, THE FRINGETTES, THE BRONZES and the new GIRL TYPES are examples of these better violets.

We haven't listed many other of the new varieties because the stock of them is still very limited. Among these are those most precious of all violets the new Bronze "VIOLETTES" miniature plants that are no larger than tea cup size at maturity, yet carry full-size blossoms, the new "SEA-FOAM" foliage types with leaves like tossed sea spray, "ROSETTES" with leaves like calla lilies, and the CLIMBING AFRICAN VIOLET, Saintpaulia Grotei. Your inquiries on other types not listed are invited.



"FANTASY"

THE
SPOTTED
VIOLET

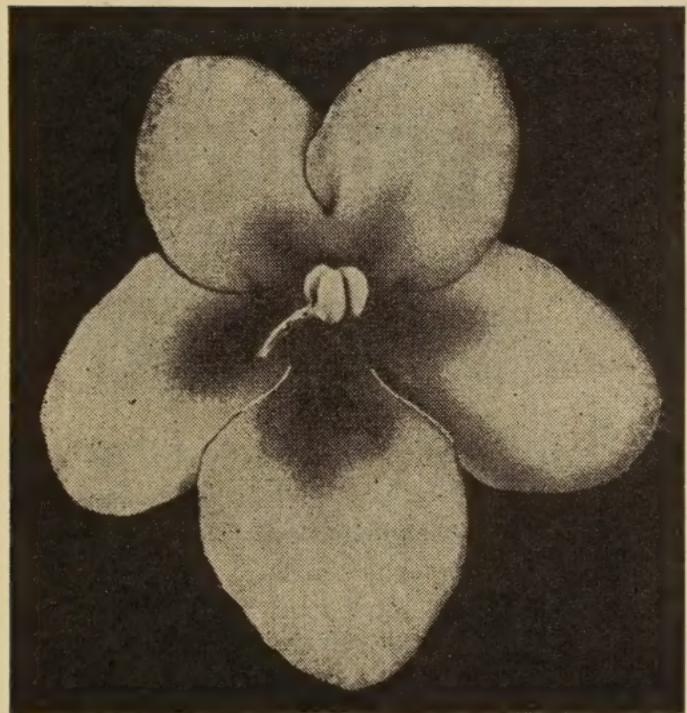
THE MOST SENSATIONAL VIOLET
WE HAVE EVER OFFERED

"FANTASY" is SPOTTED, RAYED AND SPLASHED WITH COLOR. It is a revolutionary new break in accepted standards of African Violet coloring. Developed at Beltsville, Maryland it is being studied by many agricultural colleges and horticultural laboratories because of its almost continually sporting habit. Its rich beauty and fine growth habits have captivated every grower and fancier who has seen it.

Here is the violet that will be talked about for years to come! The photograph at the left doesn't begin to do it justice. Its splendid coloring must be seen to be appreciated. Imagine the palest red-orchid background and then add SPOTS, RAYS AND SPLASHES of deep, deep red-violet. Each blossom displays a new pattern of color. The throat of the flower shades into a rich extremely red-violet from which the yellow anthers protrude in dazzling contrast. It is the most amazing violet we have ever offered. "FANTASY" is our nomination for the "Violet of the Year." Leaves are very dark green and trimly tapered. The plant itself is strong-growing, free-blooming and holds its blooms for an unusually long time. Every serious collector will want "Fantasy" and even the casual violet grower will be captivated by its spectacular beauty. We are fortunate in having the only large supply in America.

\$2⁵⁰

EVERY "FANTASY" WE SHIP IS IN FULL BLOOM



BLUE-EYED BEAUTY

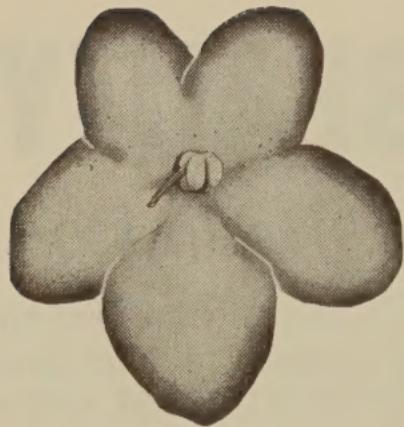
A FASCINATING BLUE AND WHITE BLOSSOM!

Blue-eyed Beauty is another striking, new multi-colored violet that follows in the tradition of Lady Geneva and Fantasy. Its large-sized blossoms of glistening white have a **DISTINCTIVE BLUE EDGE AND A DEEP BLUE CENTER**. It is a violet of sparkling contrasts in color and texture. The brilliant blue and white blossoms are set against the clearest, almost emerald-green leaves imaginable! This stunning new introduction met with great praise at the African Violet Convention. It has taken several years to build up a sufficient stock of Blue-Eyed Beauty to make it generally available. It is a sturdy grower and carries many blooms to each stalk.

\$2.50

EVERY "BLUE-EYED BEAUTY" WE SHIP IS IN FULL BLOOM

We pay postage on orders of \$3.00 and over — under this amount include 25c for postage and packing.



ORCHID BI-GIRL

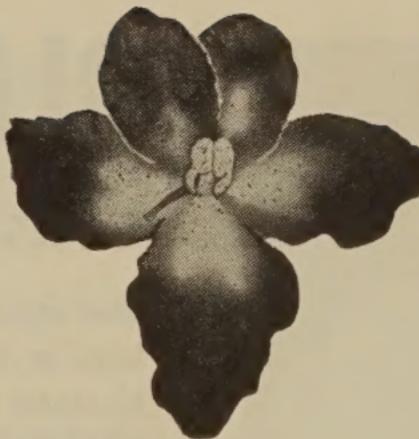
WHITE BLOSSOM WITH
ORCHID BORDER AND
VARIEGATED FOLIAGE

A 1951 introduction. This is the daintiest, most lady-like violet of all! Its blossom is another of those new multi-colored introductions. Picture a clear white flower with a border around each petal in aristocratic orchid color! These stunning blossoms are carried high above "Girl" type foliage, that popular variegated type that has the cream white area near the stems. You can't imagine a more appealing and refreshing combination! This is one of the latest violets to come from the hybridizers . . . and we think one of the finest. You'll want it in your collection.

BLUE BI-GIRL. This has the same color pattern as Orchid Bi-Girl only it is carried out in sky blue and white.

\$2.25

EVERY BI-GIRL WE SHIP IS IN BLOOM.....

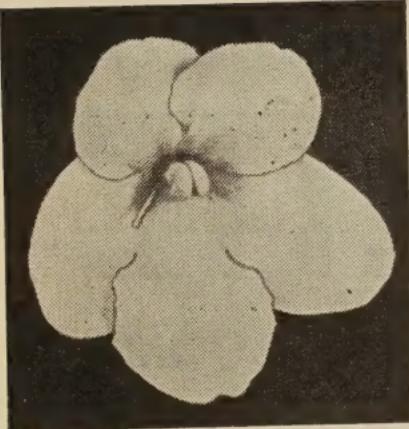


STAR-OF- BETHLEHEM

MIDNIGHT BLUE, WAVY
BLOSSOMS WITH A
CLEAR WHITE STAR

This is brand new for 1951. STAR-OF-BETHLEHEM has the most brilliant color combination, we feel, of any violet yet introduced. The contrast between its midnight blue background and the dazzling white star in the center of the bloom is actually startling! THE BLOSSOMS ARE WAVED AND FRILLED. All in all it's the most radiant, airy, ethereal violet you can possibly conceive! The supply is limited and will be available only in late spring, so get your order in early. We're sure to be sold out of this for the spring season at an early date. Foliage is flexible, clear, medium green.....

\$3.00



SNOW PRINCE

LARGEST
SNOW-WHITE
BLOSSOMS

Handsome is the word for Snow Prince! Here is the finest white violet yet to be introduced . . . a brand new one for '51. The blooms are enormous (actually silver-dollar size!) and are sparkling white without a trace of color in them, except the golden anthers. The petals are broad and give the effect of a roundish flower. It is a manly plant, sturdy, strong and dashing . . . a real member of African Violet royalty.

EVERY SNOW PRINCE WE SHIP
IS IN FULL BLOOM

\$250

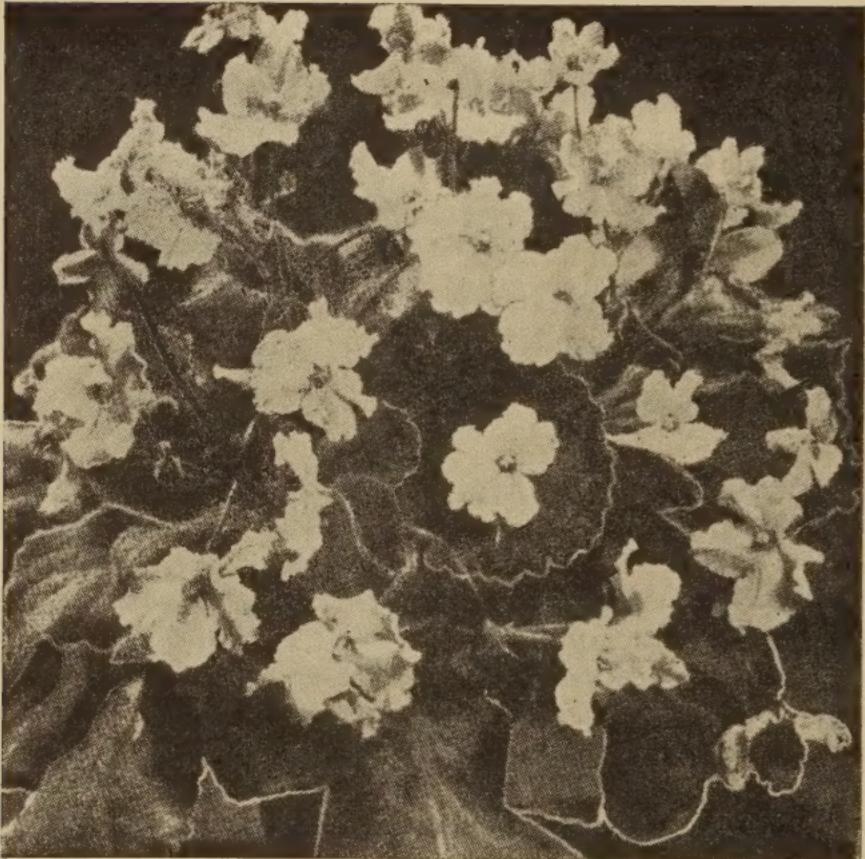
We pay postage on orders of \$3.00 and over — under this amount include 25c for postage and packing.

ORCHID WONDER

HERE IS THE NEW
GIANT OF THE
VIOLET WORLD!

We'd like you to compare the size of these new giant blossom violets with any violet you've ever grown! They are truly immense. Blossoms open to about the size of a fifty cent piece then just grow and grow. At full maturity the flower will show color around a silver dollar! And all this without extra care or feeding. The flower is a superb orchid color with very deep coloring in the center and bright yellow anthers. It carries lots and lots of blooms, too, with nine or more buds to each flowering stem. There have been many claims made about large flower sizes but this new hybrid tops them all.

\$250



GORGEOUS NEW VIOLET SERIES
"FRINGETTE"
FRILLED AND WAVY BLOOMS
AND LEAVES IN STRIKING COLORS

Both serious collectors and amateurs who have seen this new and exciting series of African Violets acclaim it as an outstanding contribution to new varieties. It is the utmost in daintiness and sheer beauty of form and color. You'll want to own several of these beautiful new violets. "Fringettes" are exceptionally prolific bloomers, quick and vigorous in their growth habits.



SPECIAL OFFER

One each of the new "FRINGETTES".

Total catalog price \$12.00

ALL SIX FOR \$10.00 (Postpaid)

SIX BRILLIANT COLORS TO CHOOSE FROM

All FRINGETTES we ship are strong, mature plants

PURE WHITE FRINGETTE

This is a pure white blossom, very fringed and waved. Slightly smaller than other "Fringette" blooms but its "ladylike" and "dressed-up" appearance makes it outstanding.....

\$2.50

MAUVETTE LAVENDER FRINGETTE

The combination of delicate color and artistically waved blossoms make this the favorite of most who have seen the series. It can best be described as the acme of daintiness in African Violets

\$2.50

RED LAVENDER FRINGETTE

Bright lavender blooms with a reddish cast and a distinctive light yellow eye, foliage is a beautiful medium green.....

\$1.75

LIGHT BLUE FRINGETTE

A beautiful shade of light "ice" blue. Foliage is middle-green with darker green veins on the under sides of the leaves.....

\$1.75

DARK BLUE FRINGETTE

Very dark blue flowers with boldly contrasting yellow eye and deep, forest-green leaves.....

\$1.75

BLUE LAVENDER FRINGETTE

Lavender blooms with bluish cast — medium green leaves with reddish veins on under side

\$1.75

WE PAY POSTAGE ON ORDERS OF \$3.00 OR MORE — LESS THAN \$3.00 ADD 25c

BRONZE-LEAVED VIOLETS



BRONZE QUEEN

A REALLY "NEW LOOK" IN AFRICAN VIOLETS

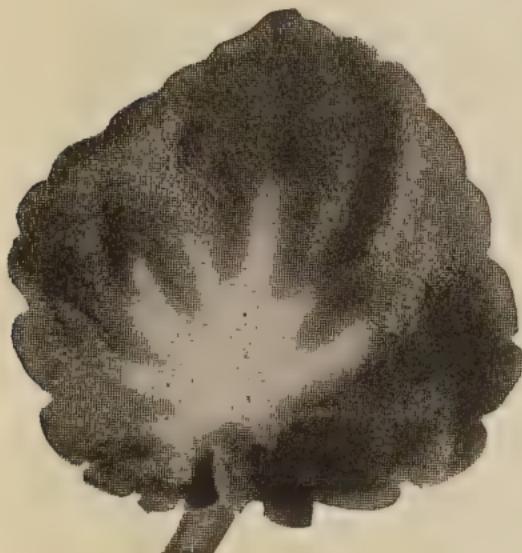
Growers and fanciers who have seen these new violets have been extremely enthusiastic about them . . . actually they add an entirely new look to the African Violet. Our supply is EXTREMELY LIMITED, so we suggest you either list a substitute or advise us to ship later, when available.

BRONZE QUEEN. Intensely bronze foliage with the variegated "Girl" type marking near the leaf stem. The leaves are very large, heavily quilted and neatly toothed. An EXTREMELY ROBUST AND STRONG GROWER with medium light blue flowers of large size, held erect and high \$2.75

BRONZE RED GIRL. The bronze leaves against rich, red blossoms (plum-colored) and the variegated zone on the leaf makes an enchanting combination \$3.00

ORIENTAL GIRL. Extremely intense bronze coloring marks Oriental Girl. You'll be delighted with the splendor of this plant with its clear ORCHID BI-COLOR blooms. (The two top petals are very deep orchid, the bottom petals much lighter). It, too, is very free-blooming \$2.50

NEWEST VARIEGATED LEAF VIOLETS



GIRL TYPE LEAF

PINK GIRL NEWEST COLOR IN VARIEGATED LEAF VIOLETS

These variegated leaf violets are the special favorites of violet connoisseurs. And now a new color has been added to their ranks. It is a ravishing PINK. A few of them were available last fall and we sold them out almost immediately. Now our stock is replenished and we hope to have enough to supply everyone who orders this brilliant new "Girl" type.

\$2.00

WHITE GIRL MULTI-COLORED BLOOMS — VARIEGATED LEAVES

This is another new introduction. The blossoms are large and each one has dainty lavender markings . . . some around the petals, some in the center, some through the petal. Almost every blossom is different. It is a free-blooming plant and a gratifying grower.

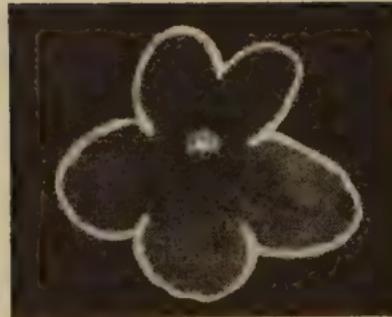
\$2.25

SAILOR GIRL SOFT BABY BLUE FLOWERS AND "GIRL" FOLIAGE

Another new girl type. The color is the smoothest, sweetest, softest blue you can imagine! The flowers do not open fully giving the effect of little blue bells on the end of its erect stems. It is a most tolerant plant, easy to grow and blooming often and long. A real contribution to "Girl" types.

\$2.00

We pay postage on orders of \$3.00 and over — under this amount include 25c for postage and packing.



LADY GENEVA

Sensational Violet With a Pure White Edge

Over two years of careful breeding went into the development of this revolutionary new violet. Its deepest, blue-violet center contrasts strikingly with a sparkling, twinkling, pure white edge! Blossoms are slightly cupped and held strongly erect on the stems. The foliage is a distinctive clear green and is slightly tapered. It is a tremendously prolific bloomer, husky and vigorous in habit. For beginners, for connoisseurs, this is the plant that should be in everyone's collection for its rare beauty, ease of culture and general excellence.

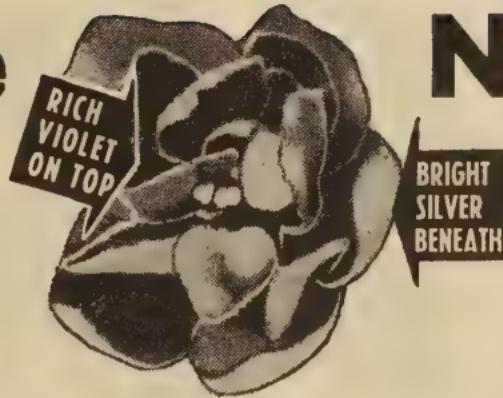
\$2.00

EXHIBITION SIZE PLANTS FROM 4" POTS — ALL IN FULL BLOOM



Double

\$2.00



NEPTUNE

FLOWERS LIKE A BEAUTIFUL TWO - TONED ROSE

Here is one of the most extravagant violets of them all! Its blossoms are extremely double shaped like a perfect rose and are richest violet on one side and bright, sparkling silver on the other. There are fifteen to twenty petals on each flower. Deep, forest-green, heavily quilted leaves are a perfect setting for the showy blooms. Flowers cover the top of the plant and are held for a remarkable length of time. You'll want to be the first of your violet neighborhood to own this spectacular new beauty.

We pay postage on orders of \$3.00 and over — under this amount include 25c for postage and packing.

RED KING

NEWEST, FINEST OF RED VIOLETS

CLARET - RED FLOWERS
SIZE OF A HALF-DOLLAR

Here is a redder, better African Violet. Clear, strong claret-red blossoms lay over the entire top of the plant, as many as 25 to 30 buds and blossoms at a time. The flowers are immense . . . under ideal conditions they grow up to 2" across. The deep, heavy, woods-green foliage is heart-shaped and quilted. It is a very showy and satisfying plant.

"Wish you could see the 'Red King' African Violet I ordered from you. Your description really failed to do it justice, just full of gorgeous blooms and the most beautiful plant I ever saw."—
Mrs. C. W., Vinita, Oklahoma.



\$2.00

GROWING INSTRUCTIONS SENT WITH EVERY ORDER

Easy-to-follow directions on watering, light, temperature, humidity, soil, fertilizer and blooming are included with every violet we ship.

EXPERIMENTAL PLANTS FOR THE HYBRIDIZER

These plants are sports and seedlings that are still too new to be offered to the general violet grower. However, they are useful to those interested in breeding new types and for seed production for new types. The quantity is limited. Many of next year's new varieties will come from this group.

VARIEGATED BLOOM VIOLETS

These have not been named, in fact they vary so much that a single name would not suffice. They are generally of white background with markings through the blossoms in streaks, rays or spots. For the serious hybridizer these are exceptional parent stock plants.

LIMIT TWO PLANTS
TO A CUSTOMER.....

\$3.50 each

NEW--UNUSUAL--STANDARD AFRICAN VIOLETS FOR THE BEGINNER OR COLLECTOR

RED VARIETIES

RED KING—See description on preceding page.....\$2.00

GORGEOUS SPOON LEAF VARIEGATED—Rare leaf form characterizes this unusual plant. The leaves are cupped upward, like a spoon, giving an upward, airy feeling. The upper surface of the leaf is green, the lower is white and is VARIEGATED WITH VIOLET PINK, a most unusual and pleasing effect. The blossoms are freely produced and are a satisfying rose-lilac in color.....\$1.75

RED HEAD—A maroon red or plum colored blossom. The leaves are distinctly heart-shaped, slightly quilted and toothed around the edge. The leaves are tinged a faint rose underneath. A very free-blooming and vigorous growing violet.....\$1.35

RED HEAD SUPREME—An extremely large and robust plant, resembling the Duponts (which see). The foliage is very thick, quilted and almost round. Leaf stems are slightly longer than on the Duponts

giving it a more open appearance. Blossom is very large, up to 2 $\frac{1}{4}$ " and a clear, wine-red.....\$1.50

RED BI-COLOR—One of the most beautiful and eye-catching violets. The two upper petals are deep red-violet, very intense at the tip and the lower three petals are pale orchid pink. Leaves are medium green, slightly quilted and shiny. The plant is very sturdy and easy to grow.....\$1.50

See also Red Girl and Red Girl Hybrid under "Girl" heading.

ORCHID VARIETIES

ORCHID BEAUTY SUPREME—Successor to older Orchid Beauty (also known as Trilby, Plum, Mary Wac, Betty Joe, Rosy Blue, Orchid Queen, Orchid Lady, Amethyst). This is another of the new Supreme type. Flowers are pale red-violet. Color is intense when flower opens but becomes paler as blossom ages. Very excellent bloomer. Leaves are medium green, flat and round. A lovely combination of colors and the new, Supreme form makes it a sturdy, vigorous plant ..\$1.50

We pay postage on orders of \$3.00 and over — under this amount include 25c for postage and packing.

ORCHID BI-COLOR—An eye-catching violet. The two upper petals are intense orchid, the two lower ones a delicate orchid tint. Leaves are a soft, medium green giving a delightful contrast to the blossom colors \$1.75

See also *Orchid Girl* under "Girl" heading.

LAVENDER VARIETIES

GORGEOUS BI-COLOR—This is the newest of the Bi-Colors and one of the loveliest. Flowers are deep, rose-violet on the top two petals and soft lavender on the bottom ones. Foliage is spooned and is a cool, forest green. A very prolific bloomer and one of the most desirable violets \$1.50

LAVENDER BEAUTY—Here is enchanting coloring that reminds you of the charm of an old cameo! Imagine the lightest possible mauve with a silvery overcast. Suave is the best word for this new introduction \$2.00

GORGEOUS SPOONLEAF—This has proved to be a most popular variety with our customers. The coloring is wonderfully rich and the foliage is cupped upwards, giving the plant a new pattern of light, shadow and coloring \$1.75

See also *Dupont Lavender Pink* under "Dupont" heading.

DOUBLE VARIETIES

As you know, double means much more than just twice as many petals. Many double blossoms have 15 to 20 tightly packed petals

in them. Flowers resemble a small rose in shape and lend an entirely different, richer appearance to the whole plant. Here is, we believe, the most complete list of doubles ever offered, all of them are improvements over earlier violets in degree of double-ness, robust growth and profuse bloom.

DOUBLE NEPTUNE—A gorgeous plant. See description on a preceding page \$2.00

FISCHER'S DOUBLE MARGARET—A new and outstanding violet with an interesting, crinkled leaf. Blossoms are royal purple, crinkled, very double, and of large size, giving the plant an entirely distinctive quality. Leaves are sharply tapered and softly colored. The ruffled leaves and flowers give a gay, airy, light-hearted look. You'll fall in love with Double Margaret on sight! \$1.50

FISCHER'S LIGHT BLUE DOUBLE—An enchanting color, set as it is among strong, green leaves. It will remind you of a clear October day in its brilliance and coolness \$1.50

FISCHER'S LIGHT LAVENDER DOUBLE \$1.50

DOUBLE ORCHID BEAUTY—An extremely decorative double flowering violet. The color gains in richness and depth through the profusion of petals on each flower. You'll like its bouquet of color \$1.75

WHITE VARIETIES

WHITE LADY—The first pure-white African Violet. Blooms are waxy, white, smooth and glistening and are held well above the light green foliage. This is a greatly improved white variety and a violet of pleasant contrasts. Plant is compact and free-blooming. The finest white violet \$1.25

WHITE BEAUTY—A refreshing white violet with unusual flowers. The petals are connected and suggest a star shape. A small blue eye twinkles from the center of the flower. A new introduction \$2.00

PURPLE VARIETIES

LADY CONSTANCE—A new "super-giant" with enormous flowers and thick, round leaves. The flowers are the deepest purple we've seen (almost black-purple) and of such heavy substance! Limited supply \$3.00

PURPLE PRINCE—One of the most profuse bloomers of all violets. Flowers are very deep, reddish purple giving a rich, vivid appearance to the plant. Blooms are held high above the foliage which is light, green, slightly tapered and very flat. An interesting violet for your collection \$1.35

PINK VARIETIES

PINK BEAUTY SUPREME—Improved Pink Beauty with much larger flowers, more sturdy habit and more vigorous growth. Color is a true

amaranth pink that almost defies description. Blossoms are held on long stems well above the foliage. Leaves are heavy with a rosy stem and are a cool, light green color. The finest of the pinks, a color you'll want in your collection \$1.50

See also *Dupont Silver Pink* under "Dupont" heading and *Pink Girl* under "Girl" heading.

DUPONT VARIETIES

Duponts represent a great advance in African Violet breeding. Their characteristics are these: Extremely large flowers, sometimes 2½" in diameter, rather round, heavy, deeply toothed leaves of glossy, medium green with tiny white hairs. Leaves are large, with short stems and plant has a robust, compact look about it. There are many buds and flowers on each stalk and all Duponts are excellent bloomers.

Because of the thick, brittle nature of the Duponts we ship only young plants.

DUPONT SILVER PINK—The newest of the Duponts . . . and a brand new color in violets. Smoothest light pink with a cool, silvery overcast. Giant flowers, like all the Duponts, under ideal conditions 2½" across. A prolific producer of blooms. Leaves, too, are unusual being almost round and "pinked" and cupped on the edges. By all means, be sure to have this unique plant in your violet collection \$1.75

DUPONT LAVENDER PINK—Same as above violet but the color is a delicate true orchid with deeper orchid color around the edges and in the center. The contrast between the yellow anthers and the deep violet center is particularly pleasing.....\$1.75

BLUE VARIETIES

BLUE BIRD—The petals of this free-flowering violet are quite distinctive. They are large, long, tapered and flaring and to the imaginative suggest a bird in flight. The flower is a cool, cerulean blue color. Leaves are very large, tailored, apple green on top and flushed red beneath.....\$1.50

RUFFLES—The violet with the most unusual leaves! They are long, narrow, pointed and so very dark green. The underside of the leaves is rose-colored, deepening to almost red. Very striking against the dark top surface. Not satisfied with rare color and shape, the leaves are RUFFLED, giving the whole plant a fairy-like, airy quality. Dainty blooms are blue-lavender, with a very long lower petal. This very extra-ordinary violet blooms and blooms and blooms!.....\$1.75

MACFARLAND'S BLUE WARRIOR—A magnificently handsome plant! The flowers are round, very large and of a bright, clear blue. The foliage is darkest green, heavy and leathery.....\$1.75

PERIWINKLE—Exquisite, light blue flowers with reverse side of blossom silvery-white. Flowers have a white center and a lighter blue outer edge. Very free-blooming and graceful with blossoms measuring up to 1 3/4". Lightest blue we list and a most unusual and interesting type

\$1.75

GIRL VARIETIES

All African Violet enthusiasts who have seen it are very fond of the "Girl" type foliage. Their grace and beauty is difficult to describe. They have large zones of creamy white at the base of the leaf, edges are deeply "pinked", veins are very dark and entire leaf is heart-shaped. The whole quality of the plant is changed by this loveliest of foliages. It must be seen to be appreciated.

LACY GIRL—This plant attracted much attention at the Violet Convention. The flowers are gigantic, very dark blue and are HEAVILY WAVED AND FRILLED and DEEPLY TOOTHED. The leaf is variegated, with a creamy-white zone at the leaf base, and WAVED AND FRILLED also. It is similar to the Fringettes but with the girl type leaf and a dark blue flower. You'll be as thrilled as the Convention members were with this 1951 introduction.....\$2.75

RED GIRL HYBRID—Another brand new introduction. The first "Girl" type with reddish-lilac flowers and they are immense! Probably the showiests of the "Girls" because of the outstanding contrast of the claret-red petals, the white leaf zones and the dark green foliage. A truly lovely and distinctive violet.....\$1.75

PINK GIRL—The latest "Girl" introduction, and a formerly unknown color in this variety. The same distinctive foliage and true-pink blos-

soms. A brilliant color contrast results from the setting of this fine pink blossom against the dark green, white-spotted, deeply-toothed leaves. A very rich, luscious combination.....\$2.00

WHITE GIRL—The color we've been waiting for in Girl types. This is a very lovely plant, just about the daintiest thing in violets. Flowers are pure white, come in profusion and keep well. Typical Girl foliage

ORCHID GIRL—"Girl" foliage with clear, orchid blooms.....\$1.75

DELUXE SEED KIT

This new DELUXE SEED KIT is an easy, convenient, FOOLPROOF way to raise NEW AND UNUSUAL violets from seed. The seed in the Deluxe Kit is from crosses of Merkel's Giant, Double Duchess, Mentor Boy, Bi-Color, Sailor Girl, Pink Girl, Pink Beauty, Blushing Maiden and other fine varieties. You are certain to get some fine plants from it. We have reports of 85, 77, 92, 56

BLOOMING plants from our kit, so you can see that it really provides ideal conditions for germination. Kit contains propagating box, special soil mixture, soil conditioner and 100 DELUXE SEEDS. Complete, easy-to-follow directions and bulletin on Violet care is included with each order.

\$175
Postpaid

SUPPLIES TO HELP YOU GROW BETTER AFRICAN VIOLETS

POTTING SOIL—a special blend of soil and food elements to give you husky plants and prolific blooms.

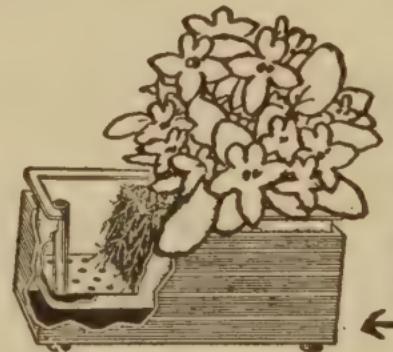
3 lbs. 85c postpaid 6 lbs. \$1.25 postpaid

ROIGINA—We recommend this fine African Violet food to give added health and bloom to your plants.

6 months supply (18 capsules) 45c postpaid

NEW MAGIC PLANT WATERER—This new pot will remedy your troubles from over-watering or under-watering . . . it comes in beautiful copper or brass (state which you prefer when ordering) \$1.75 postpaid

WIK-FED POTS—A tried and true method of watering —thousands in use by Violet fanciers . . . \$1.25 postpaid

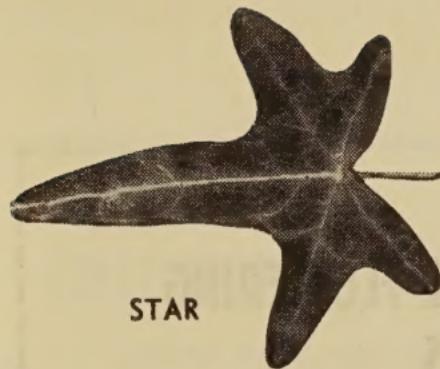


ART-COMBED PLANTERS (SUB-IRRIGATING)

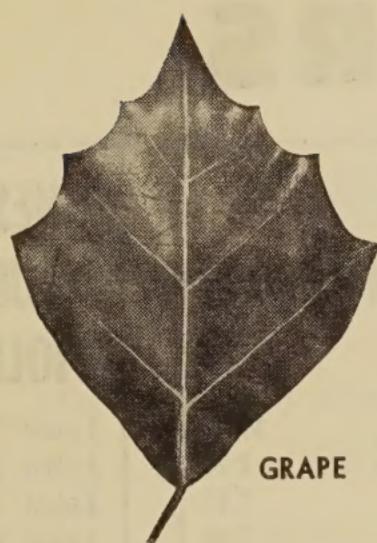
We've looked for some time for a Violet container that would set off the beauty of our Violets from a color and texture standpoint. We've found it, you'll agree, in these new Art-Combed Planters. They are fabricated of beautiful combed wood in pastel colors . . . Grey, yellow, chartreuse, green, light blue and dark blue. And they are as practical as they are beautiful . . . note the cut-away drawing showing the sub-irrigating feature. They are designed to fit on your windowsill. You'll want several of these for perfect Violet displays!

No. 1-A. 9" x 3" x 2½"	\$2.00
No. 2-A. 18" x 3" x 2½"	2.85
No. 3-A 27" x 3" x 2½"	3.85

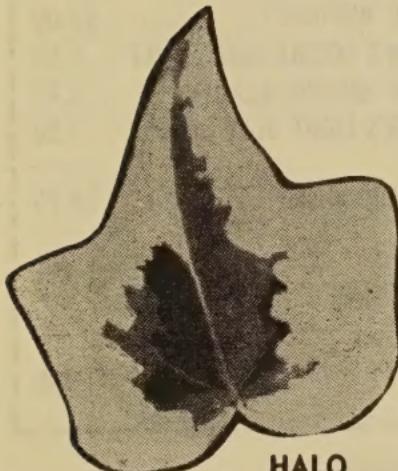
Please state size and color when ordering.



STAR



GRAPE



HALO

UNUSUAL IVY

FINE COMPANION PLANTS
FOR YOUR PRIZED VIOLETS

LARGE, LONG
PLANTS IN
PAPER POTS WITH
ORIGINAL SOIL

3 FOR \$1.25
ALL 8 FOR \$2.50

Choose from these fancy varieties: STAR, strong grower and very striking shape. GRAPE, holly-shaped leaves, grows anywhere. GOLD DUST, dark green flecked with gold, our most popular ivy. MAPLE QUEEN, patented, fine shape like maple leaf. HALO, the improved green and white type. TELEKURL, the new type with curly leaves. SYLVANIAN BEAUTY, oddly shaped leaves, very strong grower. GREEN RIPPLES, very cut and lacy foliage, a favorite. ALL PLANTS CAREFULLY LABELED.

3 FOR \$1.25 — ALL 8 FOR \$2.50 postpaid.

SPECIAL OFFERS

NEWEST AND MULTI-COLORED VIOLETS

1 plant "FANTASY"	\$2.50
1 plant "BLUE-EYED BEAUTY"	2.50
1 plant "SNOW PRINCE"	2.50
1 plant "ORCHID BI-GIRL"	2.25
Regular catalog price	<u>\$9.75</u>

SPECIAL NEWEST AND
MULTI-COLORED
COLLECTION

\$800

POSTPAID

NEWEST VARIEGATED LEAF VIOLETS

1 plant "PINK GIRL"	\$2.00
1 plant "WHITE GIRL"	2.25
1 plant "RED GIRL"	1.75
1 plant "SAILOR GIRL"	2.00
Regular catalog price	<u>\$8.00</u>

SPECIAL
VARIEGATED LEAF
COLLECTION

\$650

POSTPAID

FINEST DOUBLE-FLOWERING VIOLETS

1 plant "DOUBLE NEPTUNE"	\$2.00
1 plant "FISCHER'S DOUBLE MARAGRET"	1.50
1 plant "DOUBLE ORCHID BEAUTY"	1.75
1 plant "FISCHER'S LIGHT BLUE DOUBLE"	1.50
Regular catalog price	<u>\$6.75</u>

SPECIAL
DOUBLE-FLOWERING
COLLECTION

\$550

POSTPAID

SPECIAL OFFERS

"RAINBOW" COLLECTION

Selected for its color surprises.

1 plant "LADY GENEVA"	\$2.00
1 plant "RED KING"	2.00
1 plant "WHITE BEAUTY"	2.00
1 plant "BLUE BI-GIRL"	2.25
Regular catalog price	<u>\$8.25</u>

SPECIAL
"RAINBOW"
COLLECTION

\$6 50

POSTPAID

"FRINGETTE" VIOLETS

1 plant each of the new
"FRINGETTE" series.

Regular catalog price \$12.00

SPECIAL
ALL SIX
FRINGETTES

\$10 00

POSTPAID

UNUSUAL VIOLETS

1 plant "ORCHID WONDER"	\$2.25
1 plant "GORGEOUS SPOON-LEAF"	1.75
1 plant "BLUEBIRD"	1.50
1 plant "PERIWINKLE"	1.75

Regular catalog price \$7.25

SPECIAL
UNUSUAL
COLLECTION

\$5 00

POSTPAID

We pay postage on orders of \$3.00 and over — under this amount include 25c for postage and packing.

AFRICAN VIOLET FIRST AID KIT

**TO INSURE MORE VIGOROUS
PLANTS . . . LONGER BLOOMS**

NEW — EASY-TO-USE

The first African Violet First Aid Kit that shows you what violet pests look like then gives you all the materials and methods needed to control or destroy them.

PROTECT YOUR VIOLETS WITH THIS COMPLETE — NEW — EASY-TO-USE KIT

Now you can give your plants the same kind of protection that professional growers do. Insure vigorous growth, prolong their blooming period and revive weak plants. This easy-to-use African Violet First Aid kit contains everything you need to control or destroy:

Mealy Bugs	Plant Lice	Cyclamen Mite	Crown Rot
Springtails	Aphids	Violet Mite	Stem Rot
Red Spider	Thrips	Leaf Hoppers	Broad Mite

Tells you how to control many other types of Violet troubles that do not require the use of insecticides or fungicides.

PLUS a complete bulletin, "African Violet Pests and Diseases", that illustrates each pest so that you may recognize it and apply the proper remedy. IT'S THE FIRST KIT OF ITS KIND THAT SHOWS YOU HOW TO RECOGNIZE VIOLET PESTS THROUGH ACTUAL ILLUSTRATIONS, then gives you the materials and easy-to-follow methods to destroy them.

COMPLETE KIT CONTAINS:

1. Bottle of MNOR
2. Package of SOILENE.
3. Package of fungicide.
4. Package of FERMATE.
5. Illustrated bulletin, "African Violet Pests and Diseases.
6. Bulletin on African Violet care with tips on soils, light, watering, etc

One kit will protect your plants for months and save many plants you may otherwise have lost. Saving just one of your valuable plants will more than pay for the cost of the kit.

\$1 75
Postpaid

Mahr Company **BOX 585**
DES MOINES, IOWA